

# **Strategic Communication Plan**

## **Arizona State Council on the Education for Military Children**

### **Overall Objective**

Arizona's Implementation of the Interstate Compact on Educational Opportunity for Military Children (MIC3 Compact)

### **Communication Objective**

Raise awareness, understanding, and implementation of the Compact among education and military communities

### **Background**

Military families move between postings on a regular basis. Children of military families change schools as many as six to nine times between kindergarten and high school graduation. This involves making and losing new friends, adjusting to new military bases, new communities and sometimes different countries. School transition is among the most challenging issues that military families face. Children of military families should be afforded the same opportunities for educational success as other children. This can be accomplished through increased awareness, positive communication and sensitivity to the effects of reassignment and long deployments unique to military children.

The Compact addresses transition issues by supporting communication and collaboration in order to limit any adverse effects created by diverse state educational policies. The Compact has now been adopted by all 50 states.

The Communication Plan represents the Arizona Council's effort to identify publics within the educational and military communities who will benefit from a greater understanding of the Interstate Compact as applied with Arizona's schools.

**Audiences:**

***Education Community***

- *State Department of Education/Divisions*
- *State Board of Education*
- *Local Boards of Education of Military Impacted School Districts*
- *Arizona School Administrators Association/Divisions*
- *Arizona School Counselors Association*
- *Arizona Education Association*
- *School site Registrars and Counselors, School Social Workers*
- *Arizona School Board Association*
- *County Superintendents*
- *Governmental Officials related to Education*
- *Post-secondary Colleges of Education*
- *Arizona PTA*
- *Charter School Board/Association*

**Military Community**

- *Commanders and military leadership*
- *Parents*
- *Secretaries*
- *Community Leaders*
- *School Liaison professionals (SLO)*
- *Communications outlets*
- *Spouse Support Groups, Clubs*
- *MCEC*

***Other suggestions:***

### **Key Messages**

- The Council works to resolve education transition issues that military children face in the areas of **enrollment, eligibility, placement, and graduation.**
- The goal of the Compact is to mediate widely varying state policies affecting transitioning military students through outreach and implementation.
- The Compact aims to promote flexibility and cooperation between the educational system, parents, and students in order to promote academic success and post-secondary readiness.

### **Tool and Techniques**

- **Website** (<https://azmilitaryed.az.gov/>)
- **Press releases**
- **Brochures( Do we want to do our own?)**
- **Fact Sheets**
- **Presentations within the Education and Military Communities**
- **Articles published on and off base and in school newspapers**
- **Social media presence Site visits with military and school personnel**
- **National MIC3 communications/webinars**
- **PBS or Closed Circuit Announcements**
- **Conference presentations**
- **Real life scenarios (SLO)**

### **Other suggestions**